

June 4, 2024

****Ratings Report for ABC News' "Good Morning America"**

For the week of May 27, 2024

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS,
DRAWS ITS LARGEST AUDIENCE IN 8 WEEKS**

'GMA' Nearly Triples Its Lead Week to Week Over NBC, Its Largest in 5 Months

'GMA' Is the Only Morning Newscast to Grow Week to Week in Total Viewers

**Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12th Year
Straight**



ABC News/Heidi Gutman*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.840 million) for the week of May 27, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.605 million) by 235,000, nearly tripling its lead week to week (+187%; vs. 82,000) to its largest in 5 months — w/o 12/25/25.

"GMA" was up over the previous week in Total Viewers (2.840 million vs. 2.830 million). "GMA" drew its largest overall audience in 8 weeks (since w/o 4/8/24) and stood as the only morning newscast to grow week to week.

“GMA” narrowed its week-to-week gaps with “Today” by double-digits in Adults 25-54 (-23% - 90,000 vs. 117,000) and Adults 18-49 (-43% - 47,000 vs. 82,000). “GMA” saw its closest performance versus the NBC program in Adults 25-54 in 4 months and narrowest in Adults 18-49 in 5 months – since weeks of 1/29/24 and 12/25/23, respectively.

“GMA” (2.840 million, 469,000 and 309,000, respectively) beat “CBS Mornings” (2.040 million, 392,000 and 258,000, respectively) across the board: Total Viewers (+800,000), Adults 25-54 (+77,000) and Adults 18-49 (+51,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 36 weeks of the season and for the last 1,324 weeks overall – since w/o 1/18/99.

Season to date, **“GMA” (2.914 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year – since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.783 million) by 131,000 and “CBS Mornings” (2.224 million) by 690,000.**

NOTE: On Monday (5/27/24), “Good Morning America,” “CBS Mornings” and “Today” were coded as specials due to the Memorial Day holiday. The special telecasts are excluded from the weekly and season averages. ABC’s, CBS’ and NBC’s weekly averages are based on four days (Tuesday-Friday).

Emmy® Award-winning “GMA,” featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday-Friday (7:00-9:00 a.m. EDT) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of May 27, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	
<u>HOUSEHOLDS</u>				
GOOD MORNING AMERICA	2,840,000	0.4/10; 469,000	0.2/ 9; 309,000	1.9/13
TODAY	2,605,000	0.5/11; 559,000	0.3/10 356,000	1.8/12
CBS MORNINGS	2,040,000	0.3/ 8; 392,000	0.2/ 7; 258,000	1.4/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 5/27/24), Previous Week (w/o 5/20/24) and Year-Ago Week (w/o 5/23/23). Most Current Data Stream: 2023-2024 Season (9/25/23–6/2/24) and 2022-2023 Season (9/19/22–5/28/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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